

EC'd Yes Last Received: 10/03/2012 4:10 PM Showing Buylines: All Rep Revised Lines

Station WAVY-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm () PHILADELPHIA
Advertiser () AMERICAN CROSSROADS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office ()
Product American Crossroads ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 693 Agency C/P1/P2/E 11/27/693 Salesperson Phone# 215-567-6005
Buyer Stephanie Maroney Flight Dates 10/16/2012 - 10/22/2012 Salesperson FAX# 215-567-5938
Fax# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*22	SA	7A-8A	WAVY NWS SAT7A Buyline Comment: CXL 1X PER AGY/CLIENT REQUEST Sales Remark: V3 CXL 1X PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$400.00	10/20-10/20	1	1	1	\$400.00	
	*29	F	9A-10A	TODAY SHW2-NBC Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$300.00	10/19-10/19	0	0	0	\$0.00	
	*30	M	9A-10A	TODAY SHW2-NBC Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$300.00	10/22-10/22	0	0	0	\$0.00	
	*35	M	10A-11A	TODAY SHW3-NBC Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$250.00	10/22-10/22	0	0	0	\$0.00	
	*38	TH	12P-1P	WAVY NEWS10-NN< Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$150.00	10/18-10/18	0	0	0	\$0.00	
	*44	F	1P-2P	DAYS-OUR LIVES Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$300.00	10/19-10/19	0	0	0	\$0.00	
	*45	M	1P-2P	DAYS-OUR LIVES Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$300.00	10/22-10/22	0	0	0	\$0.00	

Rep Order#	6839729	Ver#	3	Status	Revised	Traffic Order#	10/08/2012 8:55 AM	Printed:	10/08/2012 8:55 AM	3 of 5
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Ver# 3 Status Revised

Traffic Order#

Printed: 10/08/2012 8:55 AM

3 of 5

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Product	American Crossroads
Estimate#	693

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, S
ALEXANDRIA, VA 22314

Agency C/P1/P2/E 11/27/693

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY

Agency C/P1/P2/E 11/27/693

Flight Dates 10/16/2012 - 10/22/2012

Salesperson Phone# 215-567-6005

Hiatus Weeks

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*50	M	2P-3P	DOCTORS< Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$150.00	10/22-10/22	0	0	0	\$0.00	
	*54	F	3P-4P	MAURY POVICH< Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$250.00	10/19-10/19	0	0	0	\$0.00	
	*60	M	4P-5P	ANDERSON< Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$250.00	10/22-10/22	0	0	0	\$0.00	
	*64	F	5P-530P	WAVY NEWS10-5< Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$700.00	10/19-10/19	0	0	0	\$0.00	
	*69	F	530P-6P	WAVY10NEWS-5.30< Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$700.00	10/19-10/19	0	0	0	\$0.00	
	*70	M	530P-6P	WAVY10NEWS-5.30< Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$700.00	10/22-10/22	0	0	0	\$0.00	
	*75	M	6P-630P	WAVY NEWS10-6< Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V3 CXL PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$1,000.00	10/22-10/22	0	0	0	\$0.00	

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	*86	SA	11P-1130P	WAVY NEWS10-11	:30	\$800.00	10/20-10/20	0	0	0	\$0.00	
	Buyline Comment: CXL PER AGY/CLIENT REQUEST											
	Sales Remark: V3 CXL PER AGY/CLIENT REQUEST											
	V3 More than 2 codes changed											
	*87	SU	1130P-12A	SUNDAY LATE NEWS	:30	\$800.00	10/21-10/21	0	0	0	\$0.00	
	Buyline Comment: CXL PER AGY/CLIENT REQUEST											
	Sales Remark: V3 CXL PER AGY/CLIENT REQUEST											
	V3 More than 2 codes changed											
	*94	M	11A-12P		:30	\$215.00	10/22-10/22	1	1	1	\$215.00	
	Buyline Comment: HAMPTON ROADS SHOW											
	ADD TO SKED											
	Sales Remark: V3 ADD TO SKED											
	V3 Added											

---REPORT TOTALS---

Report Totals: 2 / \$615.00

---SALES MONTHLY TOTALS---

Oct 12: 64 / \$28,165.00
Sales Totals: 64 / \$28,165.00
Station Totals: 64 / \$28,165.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$76,122	CATV 0%	WAVY 37%	WGNT 0%	WPXV 0%	WTKR 27%
		WTVZ 0%	WVBT 13%	WVEC 23%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

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--- CREDIT RISK ---

CASH IN ADVANCE